



UDC 332; DOI 10.18551/rjoas.2022-12.12

**THE ROLE OF CONSUMER SATISFACTION IN MEDIATING THE EFFECT
OF CUSTOMER EXPERIENCE AND BRAND IMAGE ON REPURCHASED INTENTION:
A STUDY ON OLX AUTOS DEALER INDONESIA**

Prabawa I Made Adi*, Ekawati Ni Wayan, Yasa Ni Nyoman Kerti, Suparna Gede

Faculty of Economics and Business, University of Udayana, Bali, Indonesia

*E-mail: adiprabawamd@gmail.com

ABSTRACT

The purpose of this research is to examine and explain the role of consumer satisfaction in mediating the effect of customer experience and brand image on repurchase intention at OLX Autos Dealer Indonesia. This research is in the form of associative research with quantitative methods. The population of this study is all OLX Autos Dealer partners, a total of 1660 former car dealers spread throughout Indonesia. The sampling technique used was proportional sampling and a sample of 160 respondents was obtained. The inferential statistical analysis technique used in this study is Partial Least Square (PLS). The results of the analysis show that customer experience has a positive and significant effect on repurchase intention, brand image has a positive and significant effect on repurchase intention, consumer satisfaction has a positive and significant effect on repurchase intention. The role of consumer satisfaction is that consumers are able to mediate the influence of customer experience and brand image on repurchase intention.

KEY WORDS

Repurchase intention, customer experience, brand image, satisfaction.

Shifting consumer behavior is made easier by conducting business activities online or digitally. Previously, buying and selling used cars was still conventional, but now online used car buying and selling platforms are starting to appear, one of which is OLX Autos Dealer. OLX Autos Dealer is an online car buying and selling service platform, especially used cars, that allows customers to sell their cars instantly to a network of more than 4,000 partners and has 100 inspection centers in 9 major cities in Indonesia, namely Jabodetabek, Bandung, Solo, Semarang, Yogyakarta, Surabaya, Malang, Bali and Medan. OLX Autos provides customers with a fast, safe and comfortable car inspection and transaction process (Widodo, 2021).

Table 1 – Number of Inspection Dealers during January 2021 – January 2022

| No | Period | Dealer Inspection after winning the auction (unit) |
|----|----------------|--|
| 1 | January 2021 | 253 |
| 2 | February 2021 | 280 |
| 3 | March 2021 | 266 |
| 4 | April 2021 | 235 |
| 5 | May 2021 | 257 |
| 6 | June 2021 | 231 |
| 7 | July 2021 | 88 |
| 8 | August 2021 | 128 |
| 9 | September 2021 | 180 |
| 10 | October 2021 | 112 |
| 11 | November 2021 | 128 |
| 12 | December 2021 | 114 |
| 13 | January 2022 | 158 |

Source: OLX Autos Indonesia Inspection Funnel (2022).

Customers don't have to wait long when they sell their cars. Through the auction process, OLX Autos will offer the car to a collection of serious buyers registered with OLX Autos Dealer (OLAD). Based on the "Used Car Market Sentiment" survey conducted by the



OLX Group (Widodo and Purnama, 2021) from 11 April 2021 to 2 May 2021 of 1,193 respondents consisting of buyers, individual sellers, and OLX Autos partner dealers, the demand for used cars is currently higher than before the pandemic. The used car market towards the end of semester I/2021 is showing a recovery trend driven by the Relaxation of Sales Tax on Luxury Goods (PPNBM) policies and shopping traditions during the month of Ramadan (Pasaribu, 2021).

Used car transactions at OLX Autos have exceeded US\$1 billion, or Rp14.38 trillion, since they first appeared in January 2020. Table 1 shows the number of used car inspections handled by OLX Autos for the period January 2021 to March 2022. Based on Figure 1. it can be seen that the number of inspections conducted from January 2021 to January 2022 has fluctuated.

In an effort to be able to maintain and develop its business, OLX Autos must retain consumers so that when consumers want to sell used cars, consumers will reuse OLX Autos services. Based on Table 2, it can be seen that the number of partner dealers who bid is very fluctuating. The trend shows a decline from January 2021 to May 2021 with a vulnerability of above 500-1000 active dealers bidding, even in July 2021 there are only vulnerable 0-500 dealers bidding. The trend has started to increase again starting to be seen from December 2021 to January 2022 and so on, it has reached a vulnerability of above 2000 active dealers bidding. Preliminary interviews were conducted with 20 OLX Autos Dealer partner dealers, in general, they stated that apart from the low price factor according to the market price, the condition of the used car and brand or model preference became the main thing in deciding to buy a used car. The desire of OLX Autos partner dealers to buy back used cars through OLAD shows that 50% want to buy and 50% are unsure. This could potentially mean that partner dealers will not make repeated purchases through OLAD and will tend to switch to other providers. Conversely, the perceived convenience and experience will cause partner dealers to tend to make repurchase intentions in the future. Coupled with the existence of a paylater service, it allows partner dealers to increase the number of stock units with the help of capital funding from OLX Autos Priority Dealer.

Table 2 – Amount of OLX Autos Dealer Bidding January 2021 - March 2022

| No | Period | Regional comparison - All Bids |
|----|----------------|--------------------------------|
| 1 | January 2021 | 1512 |
| 2 | February 2021 | 1588 |
| 3 | March 2021 | 1899 |
| 4 | April 2021 | 1677 |
| 5 | May 2021 | 1663 |
| 6 | June 2021 | 1544 |
| 7 | July 2021 | 553 |
| 8 | August 2021 | 1643 |
| 9 | September 2021 | 1554 |
| 10 | October 2021 | 1673 |
| 11 | November 2021 | 1873 |
| 12 | December 2021 | 1770 |
| 13 | January 2022 | 2008 |
| 14 | February 2022 | 2208 |
| 15 | March 2022 | 2480 |

Source: OLX Autos Indonesia Dealer Retention Dashboard (2022).

Making partner dealers have a repurchase intention at OLX Autos Dealer to buy a used car is an important thing to do. Consumers who reuse a company's products will increase profits and make the company grow. Astarina et al., (2017) defines repurchase intention as the willingness and action of consumers to re-consume goods or services, which are caused by satisfying impressions according to consumer expectations. Conformity of the performance of the promised goods or services with what is expected by consumers, can later give a positive impression and make consumers have the intention to reuse in the future.



Basically, customer experience has a very close relationship with repurchase intention (Amoako et al, 2021). It can be explained that repurchase intention is customer behavior in which customers respond positively to a company's products and intend to make return visits or consume products at that company again. A bad customer experience will result in consumers being reluctant to repurchase a particular company or brand (Monica and Widianingsih, 2020). Previous research also provides results that good customer experience has a positive and significant effect on repurchase intention of goods or services (Komulainen and Saraniemi, 2019). Different results were obtained by Ailudin and Sari (2019) which stated that customer experience did not have a significant effect on repurchase intention. Research Chatzoglou et al., (2022) also stated that customer experience has no effect on repurchase intention if the experience is not directly felt by the customer but through an increase in other factors such as customer loyalty and consumer satisfaction.

Brand image is an important competitive advantage to assist in creating value through brand differentiation and forming reasons for purchase (Huang et al., 2019). Every interaction between the company and the customer becomes input for the company's brand image. Brand image is related to attitudes about belief in a brand and helps present the perception of information about the brand itself (Widiyanto, 2018). If a brand has a good brand image in the eyes of its customers, the customer will have a repurchase intention in the future. In the study by Kusumaningrum et al., (2018), Prabowo et al., (2019), Sulkifli and Lutfi (2022), Suherman et al., (2021), Ningrum and Rizan (2021), concluded that brand image has a positive influence on the intention to buy and reuse goods and services in the future. Tunjungsari et al., (2020) also found that brand image has a positive and significant effect on the repurchase intention of a product or service. Different results were reported by Shiffa et al., (2022) which does not support that brand image has a positive and significant effect on repurchase intention. Alzante et al., (2022) also stated that brand image does not encourage repurchased intention when customers are given limited consideration to assessing physical attributes but not for functional, emotional and self-expression benefits.

Inconsistent research results between customer experience and brand image on repurchase intention are a research gap. Seeing the inconsistency of previous research, a mediating variable is needed to ensure future research results such as satisfaction. Consumer satisfaction is one of the factors that can influence consumer behavior to repurchase intention for a service in the future (Calza et al, 2020). Previous research has shown that Consumer Satisfaction has a positive and significant effect on repurchase intention (Khoo, 2020; Lestari, 2020; Adriani and Warmika, 2019; Theresia and Wardana, 2019).

Consumer Satisfaction can be influenced by the experience felt by consumers. Every transaction of goods and services by customers must be an experience, it can be good or bad. Experience occurs as a result of facing and living a situation that is triggered through stimulation of the five senses, feelings and thoughts. Customer experience has the characteristics of prioritizing consumer experience, the five senses, feelings and thoughts paying attention to situations when consumers consume products and focuses on consumer rationality and emotionality. Through a positive customer experience, customer satisfaction can be created which is influenced by customer expectations (Nilsson and Wall, 2017). Previous research has shown that a good customer experience has a positive and significant effect on Consumer Satisfaction (Ban and Kim, 2019; Mulyono and Situmorang, 2018; Tjahjaningsih et al., 2021; Somantri, 2020).

Brand image mediated by Consumer Satisfaction for products is proven to have an effect on the emergence of repurchase intention, meaning that the higher the brand image perceived by consumers, the higher the consumer's intention to repurchase intention in the future (Ningrum and Rizan, 2021). Research by Suherman et al., (2021) also states that brand image mediated by Consumer Satisfaction has a positive and significant effect on repurchase intention, which means that if Consumer Satisfaction can improve corporate image, consumer repurchase intentions will be even higher. Research by Dewi and Ekawati (2019) also states that consumer satisfaction is able to mediate the relationship between brand image and repurchase intention. According to research by Ridho (2017), Aryanti and



Suyanto (2019), Nawi et al., (2019), Mahendri and Munir (2021), Dam and Dam (2021), Rahi et al., (2020), and Kusuma and Marlana (2021) state that a company's brand image influences the level of customer satisfaction.

Based on previous research, the hypothesis can be formulated as follows: H1: Customer experience has a positive and significant effect on satisfaction. H2: Brand image has a positive and significant effect on satisfaction. H3: Customer experience has a positive and significant effect on repurchase intention. H4: Brand image has a positive and significant effect on repurchase intention. H5: Consumer satisfaction has a positive and significant effect on repurchase intention. H6: Consumer satisfaction is able to mediate the influence of customer experience on repurchase intention. H7: Consumer satisfaction is able to mediate the effect of brand image on repurchase intention.

METHODS OF RESEARCH

This research was conducted in Indonesia, especially in 9 cities, namely Jabodetabek, Bandung, Solo, Semarang, Yogyakarta, Surabaya, Malang, Bali and Medan. Indonesia was chosen as the research location because OLX Autos Dealer runs its business operations in these 9 cities. This study has four variables, where the exogenous variable (X) is customer experience (X1) and brand image (X2), the endogenous variable (Y1) is Consumer Satisfaction (Y1) and the endogenous variable (Y2) is repurchase intention (Y2).

In this study, the population size was known, namely as many as 1,660 OLX Autos Dealer Indonesia partner dealers, so the probability sampling technique used in this study was proportional sampling. Determination of the sample of this study using multivariate analysis. This study uses 16 indicators, based on the formulation, the minimum sample size range is 80 (16x5) and the maximum is 160 (16x10). The number of respondents used in this study was 160 respondents.

The type of data used in this research according to its nature is qualitative data and quantitative data. The data sources used in this study are primary and secondary data sources. The data collection methods used in this study were questionnaires and interviews.

Data analysis techniques used for this research are descriptive statistics and inferential statistics. This study uses PLS, because the data does not have to be normally distributed multivariate, the sample size does not have to be large, and PLS is not only used to confirm the theory but can also be used to explain whether or not there is a relationship between latent variables.

RESULTS AND DISCUSSION

The measurement of the evaluation of the model (outer model) is carried out to see the influence between latent variables and their indicators.

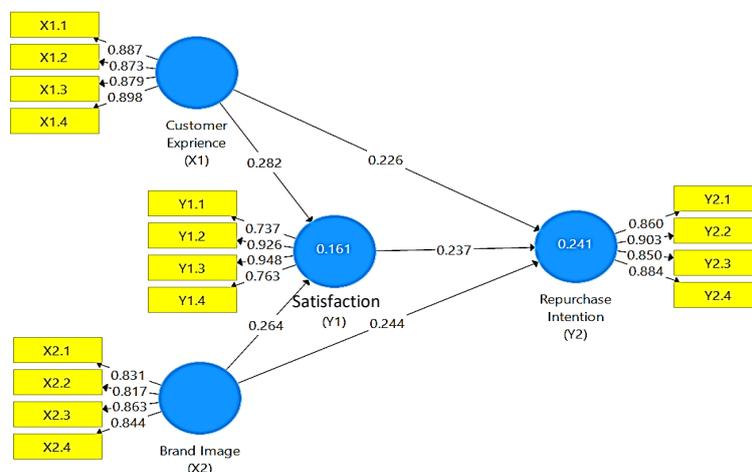


Figure 1 – Measurement Models (Source: Primary data processed, 2022)



Table 3 – The results of the convergent validity test use the loading factor

| | Customer Experience (X1) | Brand Image (X2) | Consumer Satisfaction (Y1) | Repurchase Intention (Y2) |
|------|--------------------------|------------------|----------------------------|---------------------------|
| X1.1 | 0.887 | | | |
| X1.2 | 0.873 | | | |
| X1.3 | 0.879 | | | |
| X1.4 | 0.898 | | | |
| X2.1 | | 0.831 | | |
| X2.2 | | 0.817 | | |
| X2.3 | | 0.863 | | |
| X2.4 | | 0.844 | | |
| Y1.1 | | | 0.737 | |
| Y1.2 | | | 0.926 | |
| Y1.3 | | | 0.948 | |
| Y1.4 | | | 0.763 | |
| Y2.1 | | | | 0.860 |
| Y2.2 | | | | 0.903 |
| Y2.3 | | | | 0.850 |
| Y2.4 | | | | 0.884 |

Source: Primary data processed (2022).

Based on Table 3, it can be seen that all outer loading variable values are greater than 0.50, thus it can be stated that the data in this study are valid, meaning that the reflective indicator with the score of the latent variable has a good correlation.

Convergent validity testing was also carried out by looking at the average variance extracted (AVE) value for each latent variable. If the average variance extracted (AVE) of the latent variable is greater than 0.5 then it is said to have good convergent validity. In this study it is recommended that the AVE value should be greater than 0.50.

Table 4 – Convergent validity test results - Average Variance Extracted (AVE)

| | Average Variance Extracted (AVE) |
|----------------------------|----------------------------------|
| Customer Experience (X1) | 0.782 |
| Brand Image (X2) | 0.704 |
| Consumer Satisfaction (Y1) | 0.720 |
| Repurchase Intention (Y2) | 0.765 |

Source: Primary data processed (2022).

Based on Table 5, it can be seen that all the cross-loading values for each indicator for each variable are greater than 0.50, thus it can be stated that the data in the study are valid, meaning that the latent variable has become a good comparison for the research model. Discriminant Validity Test Cross –Loading Validity Test.

Table 5 – Uji Discriminant Validity Cross –Loading Validity Test

| | Customer Exprience (X1) | Brand Image (X2) | Consumer Satisfaction (Y1) | Repurchase Intention (Y2) |
|------|-------------------------|------------------|----------------------------|---------------------------|
| X1.1 | 0.887 | 0.080 | 0.282 | 0.304 |
| X1.2 | 0.873 | 0.080 | 0.268 | 0.243 |
| X1.3 | 0.879 | 0.038 | 0.286 | 0.283 |
| X1.4 | 0.898 | 0.074 | 0.229 | 0.285 |
| X2.1 | 0.095 | 0.831 | 0.242 | 0.275 |
| X2.2 | 0.052 | 0.817 | 0.260 | 0.324 |
| X2.3 | 0.060 | 0.863 | 0.234 | 0.280 |
| X2.4 | 0.048 | 0.844 | 0.211 | 0.203 |
| Y1.1 | 0.265 | 0.204 | 0.737 | 0.332 |
| Y1.2 | 0.277 | 0.239 | 0.926 | 0.323 |
| Y1.3 | 0.266 | 0.248 | 0.948 | 0.349 |
| Y1.4 | 0.211 | 0.279 | 0.763 | 0.259 |
| Y2.1 | 0.279 | 0.315 | 0.322 | 0.860 |
| Y2.2 | 0.306 | 0.305 | 0.337 | 0.903 |
| Y2.3 | 0.258 | 0.224 | 0.320 | 0.850 |
| Y2.4 | 0.259 | 0.299 | 0.332 | 0.884 |

Source: Primary data processed (2022).



Discriminant validity in this study can also be seen from the root square of average variance extracted (RSAVE) value for each construct with a correlation between one construct and another construct. This can be seen from the value of the square root of AVE which is printed in bold has a greater value than the correlation between constructs. The results of the discriminant validity test using RSAVE are presented in Table 6 below.

Table 6 – Validity test using the Fornell Larcker Validity Test

| n/n | Customer Experience (X1) | Brand Image (X2) | Consumer Satisfaction (Y1) | Repurchase Intention (Y2) |
|----------------------------|--------------------------|------------------|----------------------------|---------------------------|
| Customer Experience (X1) | 0.885 | | | |
| Brand Image (X2) | 0.076 | 0.839 | | |
| Consumer Satisfaction (Y1) | 0.302 | 0.285 | 0.849 | |
| Repurchase Intention (Y2) | 0.316 | 0.329 | 0.375 | 0.874 |

Source: Primary data processed (2022).

Based on the reliability test using Cronbach Alpha and composite reliability, the parameter values of all constructs above 0.7 can be seen in Table 6. Thus, the reliability test using Cronbach alpha and composite reliability of all constructs has good internal consistency for use in this model test.

Table 7 – Construct Reliability Test Results

| | Cronbach's Alpha | Composite Reliability |
|----------------------------|------------------|-----------------------|
| Customer Experience (X1) | 0.907 | 0.935 |
| Brand Image (X2) | 0.861 | 0.905 |
| Consumer Satisfaction (Y1) | 0.865 | 0.910 |
| Repurchase Intention (Y2) | 0.897 | 0.929 |

Source: Primary data processed (2022).

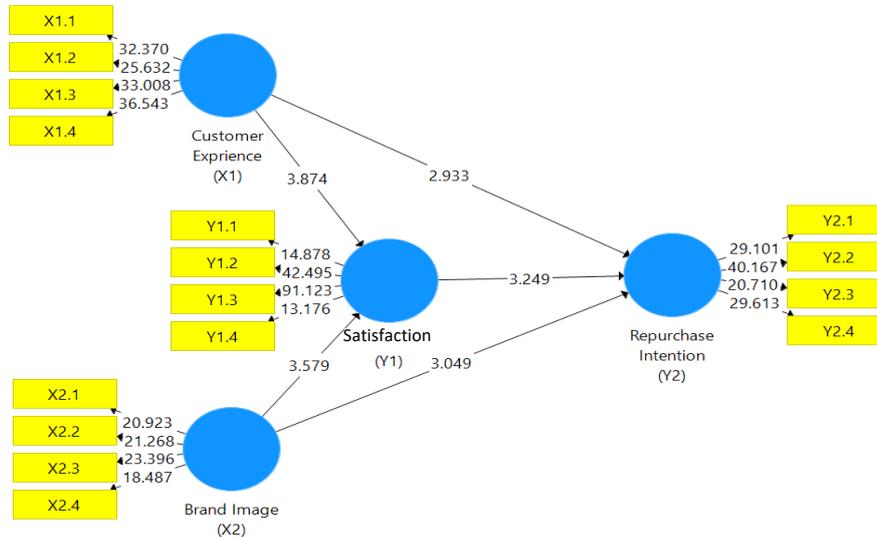


Figure 2 – Structural Models (Source: Primary data processed, 2022)

Table 8 – R-Square Test Results

| | R Square | R Square Adjusted |
|----------------------------|----------|-------------------|
| Consumer Satisfaction (Y1) | 0.445 | 0.432 |
| Repurchase Intention (Y2) | 0.431 | 0.427 |

Source: Primary data processed (2022).

Based on the data presented in Table 8, it can be explained that the R-square value for the Consumer Satisfaction variable is 0.445, which means that this research model is



moderate or 44.5 percent of the Consumer Satisfaction variation is influenced by customer experience and brand image and the remainder is 55.5 percent is influenced by other factors that are not included in the model. The R-square value for the repurchase intention variable is 0.431 which means that this research model is moderate or 43.1 percent, the variation in used car repurchase intention at OLX Autos Dealer Indonesia is influenced by customer experience and brand image and the remaining 56.9 percent is influenced by other factors that not included in the model.

Table 9 shows that only the influence of customer experience on consumer satisfaction has a moderate effect because it is greater than 0.15 and the influence of the relationship between other variables shows numbers above 0.02 and below 0.15, meaning that the effect of the relationship between variables has a small effect.

Table 9 – F-Square Test Results

| | Consumer Satisfaction (Y1) | Repurchase Intention (Y2) |
|----------------------------|----------------------------|---------------------------|
| Customer Experience (X1) | 0.294 | 0.061 |
| Brand Image (X2) | 0.082 | 0.072 |
| Consumer Satisfaction (Y1) | - | 0.062 |
| Repurchase Intention (Y2) | - | - |

Source: Primary data processed (2022).

Inner model testing is done by looking at the Q-square value. Based on the results of calculating the Q² value obtained is 0.612, so it can be concluded that the model has good predictive relevance, thus, it can be explained that 61.2 percent of the Consumer Satisfaction and repurchase intention variables are influenced by customer experience and brand image and the remaining 38.8 percent are influenced by other factors not included in the model.

Table 10 – Direct Effect Test Results

| n/n | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| Customer Experience (X1) -> Consumer Satisfaction (Y1) | 0.282 | 0.284 | 0.073 | 3.874 | 0.000 |
| Brand Image (X2) -> Consumer Satisfaction (Y1) | 0.264 | 0.269 | 0.074 | 3.579 | 0.000 |
| Customer Experience (X1) -> Repurchase Intention (Y2) | 0.226 | 0.227 | 0.077 | 2.933 | 0.004 |
| Brand Image (X2) -> Repurchase Intention (Y2) | 0.244 | 0.251 | 0.080 | 3.049 | 0.002 |
| Consumer Satisfaction (Y1) -> Repurchase Intention (Y2) | 0.237 | 0.237 | 0.073 | 3.249 | 0.001 |

Source: Primary data processed (2022).

Table 10 shows the p-value for each variable which can be explained as follows. The p-value to test the effect of brand image on consumer satisfaction is 0.000, which is lower than 0.05. This data shows that brand image has a positive and significant effect on satisfaction. The p-value to test the effect of brand image on repurchase intention is 0.002, which is lower than 0.05. This data shows that brand image has a positive and significant effect on repurchase intention. The p-value to test the effect of customer experience on consumer satisfaction is 0.000, which is lower than 0.05. This data shows that customer experience has a positive and significant effect on satisfaction. The p-value to test the effect of customer experience on repurchase intention is 0.004, which is lower than 0.05. Data shows that customer experience has a positive and significant effect on repurchase intention. The p-value to test the effect of Consumer Satisfaction on repurchase intention is 0.001 which is lower than 0.05. These data shows that Consumer Satisfaction has a positive and significant effect on repurchase intention.

Table 11 shows the p-value for each variable which can be explained as follows. The p-value to test the effect of Consumer Satisfaction in mediating brand image on repurchase



intention is 0.018 which is lower than 0.05. This data shows that Consumer Satisfaction is able to mediate the effect of brand image on repurchase intention. The p-value to test the effect of Consumer Satisfaction in mediating customer experience on repurchase intention is 0.017 which is lower than 0.05. This data shows that Consumer Satisfaction is able to mediate the effect of customer experience on repurchase intention.

Table 11 – Indirect Effect Test Results

| n/n | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (O/STDEV) | P Values |
|---|---------------------|-----------------|----------------------------|--------------------------|----------|
| Customer Experience (X1) -> Consumer Satisfaction (Y1) -> Repurchase Intention (Y2) | 0.067 | 0.067 | 0.028 | 2.400 | 0.017 |
| Brand Image (X2) -> Consumer Satisfaction (Y1) -> Repurchase Intention (Y2) | 0.063 | 0.063 | 0.026 | 2.380 | 0.018 |

Source: Primary data processed (2022).

The results of this study support Somantri's research (2020) that customer experience has a positive and significant effect on satisfaction, meaning that the better the experience felt by customers, the level of Consumer Satisfaction will also increase, especially supported by visible evidence. The same research conducted by Mulyono and Situmorang (2018) states that customer experience has a positive and significant effect on customer satisfaction among users of online transportation services in Indonesia. Wang's research (2019) also supports that customer experience has a positive and significant effect on satisfaction.

The results of this study support Ridho's research (2017) which shows that there is a positive and significant influence of brand image on consumer satisfaction. Similar research results were also put forward by Aryanti and Suyanto (2019) where brand image has a positive and significant effect on satisfaction, where customers will be more satisfied if they do treatment at a beauty clinic that is well known and has a good reputation. Nawi et al., (2019), stated that brand image has a partial and simultaneous effect on customer consumer satisfaction in travel services in Malaysia. Mahendri and Munir (2021) state that a strong brand image will affect customer satisfaction in choosing online transportation used in Indonesia.

The results of this study support the research of Amoako et al (2021) which stated that a significant relationship was established for customer experience and repurchase intention in hospitality service companies that carry out online innovation. Lipkin and Heinonen (2022) also show that the customer experience journey has a positive and significant effect on repurchase intention, if viewed retrospectively as being more constructive to justify the desired repeat purchase. Stringam and Gerdes (2019) stated that positive customer experience has an influence on repurchase intention.

The results of this study support Sumeliani's research (2022) which suggests that companies that have a good brand image or reputation will encourage consumers to repurchase the products offered. Research by Kusumaningrum et al., (2018), stated that brand image has a positive influence on repurchase intention, brand image has a very decisive role in the intention to buy and reuse transportation services. Prabowo et al., (2019), stated that there is a positive influence of brand image on repurchase intention which shows that when consumers form positive perceptions of a brand.

The results of this study support Smith's research (2020) which states that consumer satisfaction has a positive and significant effect on repurchase intention. Consumer satisfaction refers to the summary psychological state those results when emotions surrounding unconfirmed expectations are combined with consumers' prior feelings about consumption experiences (Khoo, 2020). Previous research has shown that Consumer Satisfaction is the overall result of consumer disconfirmation or confirmation which determines consumer repurchasing behavior (Alalwan, 2020). Likewise, several previous studies found that customer consumer satisfaction positively and significantly influences intention to continue in banking and payment services (Jahan and Shahria, 2021).



The results of this study support the research of Abassi et al., (2021) showing that Consumer Satisfaction can play a mediating role between customer experience and repurchase intention. Consumer satisfaction is a summary of the results of a psychological state when excitement around the disconfirmation of expectations is connected to a consumer's primary feelings about the customer experience. Consumer Satisfaction is an evaluation result of the best experience and exchange of previous product consumption so that it encourages repurchase intention in the future. This is supported by the research of Diyanti et al (2021) that Consumer Satisfaction has a mediating role between customer experience which indirectly has a significant influence on repurchase intention. Other supporting research is research that has been conducted by Dewi and Ekawati (2019) and Tjahjaningsih et al., (2021) that Consumer Satisfaction can partially mediate between customer experience and repurchase intention.

The results of this study support the research of Bianchi et al., (2019) which states that the role of Consumer Satisfaction as a mediating variable influences brand image on short-term repurchase intention. Ningrum and Rizan (2021) state that brand image which is mediated by Consumer Satisfaction for products is proven to have an effect on the emergence of repurchase intention, meaning that the higher the brand image perceived by consumers, the higher the consumer's intention to make a repurchase. Suherman et al., (2021) also stated that brand image mediated by Consumer Satisfaction has a positive and significant effect on repurchase intention.

CONCLUSION

Based on data analysis and previous discussion, the conclusions drawn from this study are as follows: Customer experience has a positive and significant effect on OLX Autos Dealer Consumer Satisfaction. This means that the better the customer experience felt by partner dealers, the higher the level of Consumer Satisfaction in transactions at OLX Autos Dealer Indonesia. Customer experience has a positive and significant effect on OLX Autos Dealer repurchase intention. This means that the better the customer experience felt by partner dealers, the higher the level of repurchase intention at OLX Autos Dealer Indonesia. Brand image has a positive and significant effect on OLX Autos Dealer Consumer Satisfaction. This means that the better the perceived brand image that can be created, the higher the level of Consumer Satisfaction in transactions at OLX Autos Dealer Indonesia. Brand image has a positive and significant effect on OLX Autos Dealer repurchase intention. This means that the more positive the perception of the brand image as assessed by partner dealers, the higher the level of repurchase intention at OLX Autos Dealer Indonesia. Consumer satisfaction has a positive and significant effect on OLX Autos Dealer repurchase intention. This means that the more satisfied partner dealers are in transactions, the higher the level of repurchase intention at OLX Autos Dealer Indonesia. Consumer Satisfaction is able to mediate the influence of customer experience on repurchase intention at OLX Autos Dealers. This means that when Consumer Satisfaction improves customer experience, the level of partner repurchase intention increases at OLX Autos Dealer Indonesia. Consumer satisfaction is able to mediate the effect of brand image on repurchase intention at OLX Autos Dealers. This means that when Consumer Satisfaction increases brand image, the level of partner repurchase intention increases at OLX Autos Dealer Indonesia. Based on the results of the analysis and conclusions, the authors provide the following suggestions: OLX Autos Dealer Indonesia needs to make partners feel more comfortable when shopping, for example by means of special treatment for partner dealers who are not used to not physically checking before making payments. OLX Autos Dealer Indonesia needs to add product features and increase the selection of used cars on offer. Adding a used car search feature based on grade, number plate and unit location will also really help dealers find the used cars they need. The addition of features that can ensure the condition of vulnerable parts such as crashes, floods or repaints in the inspection report results will encourage bidding during the online auction process, of course, will increase profits for the company.



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